

INFORMATION LETTER

NATIONAL CANNERS ASSOCIATION

No. 1761

Washington, D. C.

December 19, 1959

Program for N.C.A. Convention, Jan. 18-20, Is Completed, Giving Strong Emphasis to Quality of Canned Foods

The program of the 1960 Canners Convention gives strong emphasis to quality of canned foods, in almost all of the specialized sessions on scientific research, raw products, and marketing.

Canned foods quality will be the subject of formal talks by guest speakers and also will be the topic under discussion by industry members at the sessions which are being planned as "problem clinics" and "workshops."

The N.C.A. program sessions have been scheduled so as to enable top management to take part in the technical discussions and still have time for their business contacts with brokers, buyers, and suppliers. All of the technical sessions except one will be held as breakfast sessions starting at 8:30 a.m., so as to leave afternoons free.

N.C.A. is accepting orders now for breakfast tickets for each of the 8:30 technical sessions. Breakfast tickets are \$3.50 each. A preliminary program of Convention sessions appears in this issue on pages 344-345.

The N.C.A. Convention will open January 18 with the N.C.A. Annual Meeting, at which the guest speaker will be Roger M. Blough, chairman of the board of U. S. Steel.

Norman Sorensen, 1959 President of the N.C.A., will preside. This session also will have the report of the Nominating Committee, to be submitted by A. Edward Brown, Chairman; the election of N.C.A. officers for 1960; the report of the Resolutions Committee, by William U. Hudson, Chairman; and the voting of Convention resolutions.

The Convention will inaugurate a year-long observance of 1960 as the sesquicentennial of the birth of canning and of the first metal can, and another feature of the N.C.A. Annual Meeting will be the exchange of anniversary felicitations.

The 150th anniversary also will be commemorated during the meeting of the N.C.A. Board of Directors on Sunday, January 17. The Can Manufacturers Institute, which is noting the

sesquicentennial of the first metal can, will join with N.C.A. in the special anniversary event.

Charles B. Shuman, president of the American Farm Bureau Federation, will address a luncheon meeting of the N.C.A. Board of Directors and Administrative Council and an audience of food editors, who will then be N.C.A. guests at the annual Food Editors Conference.

TECHNICAL SESSIONS

Quality and quality control of canned foods will be the theme of the Scientific Research and Technical Sessions.

(Please turn to page 342)

Deadline for Convention Rooms, Directory Listings

The deadline is at hand for obtaining room reservations for the 1960 Convention through the N.C.A. and for having hotel locations listed in the Convention Directory.

The N.C.A. is compelled to turn back to the Miami Beach hotels all rooms which are not booked by January 1.

Members and others who have made reservations through the N.C.A. and C.M.&S.A. will be listed automatically in the Convention Directory. For those who have not yet requested rooms, or who have made their own arrangements, the deadline for receipt of Directory information is December 28.

USDA Year-end Crop Report

Total crop production in 1959 matched the all-time high of 1958. Harvested acreage was slightly larger but yields were not as uniformly high as last year.

USDA's all-crop production index is 118 percent of the 1947-49 base, equaling the outstanding record of 1958. The total of fruits and tree nuts was among those for which new production records were made; also feed grains and sugar.

Compared with last year, production of vegetables both for fresh market and for processing was down.

The composite index of yield per acre, covering 28 leading crops, was 135, far short of the surge to 143 in 1958 but well above the former high of 127 in 1957. Rice and dry beans were among the crops having new record high yields.

VEGETABLES

Production of the 10 principal vegetables for processing in 1959 was 8 per cent below last year but 9 per cent above average. The 1959 total of 6.93 million tons compares with 7.50 million tons produced in 1958 and the average of 6.38 million tons for the 1948-57 period. The total is 17 percent less than the 1956 record large production of 8.38 million tons.

The production of asparagus was 6 percent larger than in 1958 and 12 percent above average. Lima bean production dropped 7 percent, the volume frozen being down 11 percent while the volume canned was up 5 percent.

Snap beans processed were 1 percent more than last year's record high tonnage, with 4 percent more beans canned but 8 percent less frozen. Production of beets for canning continued the downward trend of the last two seasons with a further

(Please turn to page 347)

Best Wishes for a HAPPY HOLIDAY SEASON

Industrial Waste Problems

The National Technical Task Committee on Industrial Wastes met in Chicago December 15-16 to discuss the year's major developments to reduce or control the amount of industrial wastes flowing into rivers, lakes, and streams of the United States. The canning industry was represented by Walter A. Mercer of the N.C.A. Berkeley Laboratory.

Formal addresses at the meeting dealt with sewage disposal, research progress in industrial and municipal waste disposal, progress under the Federal Water Pollution Control Act, the way in which federal research grants have aided medicine and public health, and ways in which employees of industry can help fight water pollution.

Among the special reports on the developments during the past year was one on the food products industries.

The NTTCIW was established in 1950 at the invitation of the Surgeon General. Its function is to cooperate with the U. S. Public Health Service in carrying out the purposes of the Federal Water Pollution Control Act to safeguard the public health and welfare by the prevention and control of water pollution.

A. J. Steffen, director of sanitary engineering, Wilson & Co., Inc., Chicago, is vice chairman of the Committee. Fred C. Heinz of the H. J. Heinz Company, Pittsburgh, is a liaison member of the group in his capacity as a member of the Water Pollution Control Advisory Board.

Food and Nutrition Research

New information on human requirements for protein and the amino acids, important substances that make up proteins, is needed from research, members of USDA's Food and Nutrition Research Advisory Committee agreed at their annual meeting November 2-4.

The committee said that knowledge is lacking with regard to factors affecting protein requirements when proteins are fed as common foods in customary diets. Knowledge of amino acid requirements is limited at present to findings from studies with a small number of infants and children who were fed semi-synthetic diets.

Committee members also attached high importance to the problem of pesticide residues in agricultural products, pointing out the need for

greater research effort to provide information to protect the public health against residues carried by human and animal foods.

Information about the exact human metabolic response to different types and amounts of fats and fatty acids in food and the relationship between fat and the well-being of humans is also an important need, according to the committee. In addition, more knowledge is needed on the fatty acids and other lipid fractions in a wide range of foods now eaten. Improved analytical methods that are becoming available should make it possible to develop such information, it was said.

The committee also recommended research to broaden knowledge on nutrients in feed and forage, as they affect the growth, health, and reproductive productivity of domestic livestock.

Other research considered important by the committee includes:

(1) Development of methods of measuring quality factors in foods and to relate these to product properties observable by consumers.

(2) Basic research on vegetables to relate differences in physical and chemical composition to cooking quality, color, texture, and flavor as eaten.

New York State Canners

George O. Myers of Comstock Foods, Inc., Newark, was elected president of the New York State Canners and Freezers Association, Inc., at the business meeting.

Michael Regan of Growers and Packers Co-op. Canning Co., North Collins, was elected vice president, and Bernard Dawe, Gerber Products Co., Rochester, was elected treasurer. William H. Sherman, Rochester, was continued in office as secretary.

Tri-State Packers Assn.

James R. Shilling of Hampstead Packing Company, Hampstead, Md., was elected president of the Tri-State Packers Association, Inc., at the annual convention.

R. Lee Mitchell of the F. O. Mitchell Co., Kennedyville, Md., was elected first vice president, and Charles K. Lane, California Packing Corp., Swedesboro, N. J., was elected second vice president. John W. Rue, Easton, Md., was continued in office as executive secretary and Mrs. Edith Lee Porter, Easton, Md., as treasurer.

New Canned Foods Cookbook on Gourmet Possibilities

Poppy Cannon, well-known author and food authority, has just produced *The NEW Can-Opener Cookbook*.

This is an enlarged up to date version of her original edition of 1952, and constitutes a striking new cookbook that "will enable anyone to use the more than 1,029 varieties of canned foods to best advantage and produce gourmet meals in limited time and with a minimum of effort."

Published by the Thomas Y. Crowell Company, the new edition features many new recipes for busy cooks, who have discovered that even with little experience, time or effort, they can achieve interesting and delightful dishes. The book contains a chapter on "Can-Opener Parties" with 19 recipes designed to serve 12.

Another new chapter discusses the features of the many types of can openers, along with line drawings to help the reader identify them. "The use of a can opener may not be news," the author states, "but the gourmet approach definitely is, for our new-style wielder of the can opener is a perfectionist. Gone are the days when anything quick was considered a triumph . . . now we are becoming classicists, and are analyzing the complicated, work-consuming recipes of olden days." Priced at \$3.95 the book may be obtained from Thomas Y. Crowell Company, 432 Fourth Ave., New York 16, N. Y.

Market in Germany

A recent survey in West Germany indicated a good market there for U. S. canned fruits and juices, according to a report from the U. S. Consulate General in Frankfurt.

Canned fruit cocktail, pineapple, peaches, and apricots have been very popular, and praise is described as universal on the subject of quality. The long dry summer boosted sales of juices, and the relatively poor fruit crop did the same for canned fruits.

New, increased sales are made largely to hotels, hospitals and other institutions, it is reported, since the liberalization of trade restrictions as of July 1 helped larger containers more than small ones.

One large distributor imported large cans of fruit juices and concentrates and very successfully sold a mix as a fruit drink in smaller bottles, according to the report.

Florida Citrus Industry Buys Land to Aid Research

Florida citrus growers and industry leaders have purchased 500 acres of land for the use of USDA scientists in developing and improving citrus stock. Work at the new site will supplement field research currently carried on by USDA's Agricultural Research Service at the U. S. Horticultural Station at Orlando.

The industry formed the Florida Citrus Research Foundation for the purpose of buying the land and aiding citrus production research. The Foundation is now conducting a drive to collect money for the full purchase price and an additional \$50,000 to improve the land. The land, located near Leesburg, Fla., was purchased at a cost of \$150,000 and will be leased rent-free to the Agricultural Research Service for 99 years.

Some of the research to be conducted will include breeding new varieties in an attempt to produce (1) early maturing and extra-late maturing oranges and grapefruit to extend the processing and fresh fruit marketing period, (2) "kid-glove" type oranges of good eating quality and good shipping qualities for a wide season of use in fresh fruit channels, and (3) varieties that produce more and better juice color and more sugar per acre.

The scientists will also attempt to produce both rootstocks and scion varieties that will be more resistant to cold and still produce high quality fruit on Florida's wide variety of soils. They will also continue to maintain the collection of over 600 citrus varieties and species, largest of its kind in the world. Material from the collection is used for breeding, rootstock, and selection.

USDA Issues Publicity on Canning Crops Contest

The Canning Crops Contest and other phases of the activities of the National Junior Vegetable Growers Association highlighted during their Washington convention last week have received network radio, newspaper, and magazine publicity. The Contest is one of the projects of N.C.A.'s continuous Consumer and Trade Relations Program.

Efforts of the USDA Office of Information have resulted in the following publicity:

A network radio interview with Dee W. West, 17, of Spanish Fork, Utah, a regional winner, for his record in growing lima beans for the California Packing Corporation. This was heard December 12 on the ABC network show, "The American Farmer," over 55 stations across the nation.

Remarks of Under Secretary of Agriculture True D. Morse to the N.J.V.G.A. group when they were saluted in the USDA Patio were included in the "RFD Letter to Radio Farm Directors." This goes to 460 farm news broadcasters and to 150 newspapers and TV correspondents. The comments stressed the opportunities in horticulture for young farmers.

The same copy was included in the "USDA Farm Paper Letter," which goes to 110 farm magazine editors with an estimated 22 million circulation as well as to the newspaper farm editors.

"The Story of John Porter," N.C.A.'s film dealing with the advantages to youth of a career in horticulture, was shown during the week in the USDA Patio—a total of 90

showings to 741 USDA employees and visitors.

USDA also serviced the national wire services with publicity and photos.

Market Prices for Some Crops Are Above Support Levels

USDA reported on December 4 that current market prices for half of the farm products for which price supports are provided are above the support levels.

According to the statement, which is attributed to True D. Morse, Acting Secretary of Agriculture, this has resulted in a substantial lessening in the use of price supports thus far during the current season.

"With an expanding economy, growing employment and higher consumer incomes, as well as other factors, markets rather than governmental price supports are setting the prices which farmers are receiving on several crops, at levels above the supports," Mr. Morse stated.

"This is the period of seasonally large marketings of many farm products, following harvest, and consequently the season when prices usually are at the lowest levels of the year."

Of the more than 250 agricultural products, USDA said, only 21 receive price supports. Existing farm legislation requires the Department to give price support to 16 of these commodities, and support for the other 5 is authorized by law.

The USDA's most recent report on Agricultural Prices, which reflected prices received by farmers as of mid-November, showed that farmers' prices for about one-half of the supported crops were moderately to substantially higher than their support levels. Markets for some of the other supported crops were slightly above supports.

DRY EDIBLE BEANS

Dry edible beans are among the commodities for which market prices on November 15 were higher than the 1959 price support level, \$7.21 per hundredweight compared with \$6.35.

Also, dry edible beans are among the commodities for which USDA reports less support activity this season than last. As of October 31, 1.3 million hundredweight had been placed under support, compared with 2.2 million hundredweight to the same date last year.

Shipments of Metal Cans and Glass Containers, Jan.-Oct.

Shipments of metal cans and glass containers during the first 10 months of 1959 have been reported by the Bureau of the Census, U. S. Department of Commerce.

GLASS CONTAINERS

	1958	1959	Per-	Per-
			cent	cent
	(thousands of		change	change
	gross)		from	from
	1958		1958	1958
Wide-mouth food:				
Jan.-Sept.	31,867	33,739	+ 6	
Oct.	3,830	3,491	- 9	
Jan.-Oct.	35,717	37,230	+ 4	
Narrow-neck food:				
Jan.-Sept.	11,871	13,233	+ 11	
Oct.	1,407	1,037	- 26	
Jan.-Oct.	13,278	14,270	+ 7	

METAL CANS

Fruits and Vegetables:		1958	1959	Per-
				cent
		(short tons of steel)		change
Jan.-Sept.		1,271,024	1,305,204	+ 3
Oct.		154,706	119,472	- 23
Jan.-Oct.		1,425,730	1,424,676	...
Meat (inc. poultry):				
Jan.-Sept.		97,929	109,865	+ 12
Oct.		14,230	11,634	- 18
Jan.-Oct.		112,159	121,499	+ 8
Fish and sea food:				
Jan.-Sept.		94,284	98,049	+ 1
Oct.		13,907	8,469	- 39
Jan.-Oct.		108,191	101,514	- 6

Macfadden Publications

Esther Foley, home service director of the Macfadden Publications, features canned tomato products and other canned foods in the January *True Story* magazine article entitled "How To Sauce Meat Loaf." Tomato sauce is used in seven recipes and ketchup in three. Tomatoes, chili sauce, tomato soup, cream of mushroom soup, pimento, and pineapple are each used once. The article is attractively illustrated with a full-page color photograph.

In the January *True Romance* magazine, Miss Foley's article "Start the year with Meat and Potatoes" contains two recipes for meat loaf. One recipe uses tomato paste and the other tomato juice. "Meat loaf, tomato gravy, hot creamy mashed potatoes, green beans, crisp heat-and-brown rolls: plain food, good food!" says the author.

Forthcoming Meetings

- Jan. 4-6—Northwest Canners and Freezers Association, 4th Annual Convention, Olympic Hotel, Seattle
- Jan. 7-8—Canners League of California, 27th Annual Fruit and Vegetable Sample Cuttings, Fairmont Hotel, San Francisco
- Jan. 10-13—Super Market Institute, Mid-year Conference, Hotel Americana, Miami Beach
- Jan. 17-19—National Preservers Association, Annual Convention, Deauville Hotel, Miami Beach
- Jan. 17-20—Canning Machinery and Supplies Association, Annual Meeting and Exhibit, Hotel Americana, Miami Beach
- Jan. 18-20—NATIONAL CANNERS ASSOCIATION, 53rd Annual Convention, Hotel Americana, Miami Beach
- Jan. 25-27—National Institutional Wholesale Grocers Association, Annual Convention, Riviera Hotel, Las Vegas
- Feb. 8-11—Wisconsin Canners Association, Raw Products Conference, Wisconsin Center Bldg., Madison
- Feb. 19—National Red Cherry Institute, Annual Meeting, Sheraton Hotel, Chicago
- Feb. 23-24—Canadian Food Processors Association, Annual Convention, Seigniory Club, Montreal, Que.
- Feb. 26-27—Virginia Canners Association, 52d Annual Convention, Hotel John Marshall, Richmond
- March 3-4—Pennsylvania Canners Association, Canners Workshop, Allenberry Lodge, Bolling Springs
- March 6-10—National Association of Frozen Food Packers, 19th Annual Convention and Exposition, Conrad Hilton Hotel, Chicago
- March 13-16—National-American Wholesale Grocers Association, 54th Annual Convention and Marketing Exposition, Palmer House, Chicago
- March 14-15—Tri-State Packers Association, Spring Meeting, DuPont Hotel, Wilmington, Del.
- March 15—NATIONAL CANNERS ASSOCIATION, Northwest Branch, Annual Canned Salmon Cutting and Technical Conference, Olympic Hotel, Seattle
- March 20-22—Canners League of California, 54th Annual Meeting, Santa Barbara Biltmore, Santa Barbara
- March 23-25—Wisconsin Canners Association, Spring Meetings, Wisconsin Center Bldg. and Loraine Hotel, Madison
- May 1-4—Super Market Institute, Inc., 23d Annual Convention, Atlantic City

Florida Citrus Exposition Plans Special Canners' Tour

Members of the N.C.A. have been invited to be the special guests of the Florida Citrus Exposition following the N.C.A.'s 1960 Convention in Miami Beach in January.

The post-Convention tour to Winter Haven, Fla., for the annual industry-sponsored show is being arranged under the direction of Ben Hill Griffin, Jr., president of the Florida Citrus Exposition.

Florida Citrus Exposition officials, who ordinarily stage the show in March, have advanced the dates to January 16-23 to coincide with the N.C.A. Convention, which will be held January 18-20.

Those from the N.C.A. convention who accept the Florida Citrus Exposition's invitation to make the tour will board special trains at Miami's Hialeah Station at 9:30 a.m. on January 21. The train is to arrive in Winter Haven at 12:30 p.m., and special buses will transport the group to the Florida Citrus Exposition's annual Canners Day luncheon at 1 p.m.

That evening the ladies will be entertained at the Florida Club while the men are to be guests of the fresh fruit packers at the Fruitmen's dinner.

On January 22 all will be guests of the Florida Citrus Exposition at the Agricultural Day luncheon, the highlight of the week-long Exposition.

Trains will leave Winter Haven at 6 p.m. on January 22 and arrive in Miami at 9 p.m.

John A. Snively, Jr., chairman of the entertainment committee for the touring group, emphasizes that rigid time schedules for specific tours have not been set up. The N.C.A. group will be able to select the sites it wants to see on its own time schedule. Motel and hotel accommodations will be obtained for those planning to make the tour.

In Winter Haven the N.C.A. touring group will have a flexible schedule which will allow members to tour citrus groves and processing plants.

The Florida Citrus Exposition, being held for the 35th year, is put on by the citrus industry and features the spectacular developments and advancements in citrus production. Held in conjunction with the show is the annual Citrus Queen contest, Coronation Ball, Florida Club Ball, a Fresh Fruit Day observance, Canner's Day activities, and Agricultural Day program.

Convention Program

(Concluded from page 339)

sion on Tuesday morning, January 10. Speakers at this session will be Mrs. Agnes R. Olmstead, director of home economics, Colonial Stores, Inc., Atlanta; Bruno A. Filice, director of quality control for Filice and Perrelli Canning Company, Richmond, Calif.; Ian MacPhail, quality control director for H. J. Heinz Company, Pittsburgh; and Dr. John H. Rust, professor of pharmacology and head of the section on nuclear medicine, The University of Chicago.

"Vegetable Crops for Processing" will be the topic of the Raw Products Problems Clinic on Tuesday morning, an open panel discussion among industry members of industry-wide basic problems in the production of vegetables for processing. This will be the first of two such sessions, the second, on Wednesday, being devoted to fruits.

Another important feature of the Tuesday program will be the Marketing Session, at which Earl W. Kintner, Chairman of the FTC, and H. Thomas Austern, Chief Counsel of the N.C.A., will discuss the impact of the Robinson-Patman Act upon pricing and distribution practices in the canning industry.

Mr. Kintner's talk will deal primarily with enforcement policies of the FTC in the canning industry, while Mr. Austern's will concern current interpretations of the Robinson-Patman Act by the FTC and the courts. Both speakers will discuss a number of recent cases that affect the marketing activities of canners, including the controversial areas of co-operative advertising, private labels, meeting competition, and what are considered discounts in lieu of brokerage.

In response to overwhelming industry interest in current food and drug matters, a special membership meeting will be held Tuesday afternoon on "Food Regulation Today." The program will cover fully the canning industry's relationships with the Food and Drug Administration and the Department of Health, Education, and Welfare, with growers, and with the consuming public. There will be opportunity for discussion looking toward the adoption of policy statements to guide the industry.

Three technical sessions on Wednesday, January 20, will be a Canned Foods Problems Clinic, similar to one held at the 1959 Convention, at which

Schedule of Principal Events of the 1960 Convention

TENTATIVE—SUBJECT TO REVISION AND ADDITION

FRIDAY, JANUARY 15

7 p.m.—N.C.A. Resolutions Committee, Dinner Meeting, Room 210, Americana Hotel

SATURDAY, JANUARY 16

8:30 a.m.—N.C.A. Research Committee, Breakfast Meeting, Barbados Room, Americana Hotel

8:30 a.m.—N.C.A. Consumer Service Committee, Breakfast Meeting, Bermuda Room, Americana Hotel

10 a.m.—C.M.&S.A. Board of Directors, Meeting, Bimini Room, Americana Hotel

12:30 p.m.—Administrative Council, Luncheon Meeting, Pan American Room, Americana Hotel

4:30 p.m.—Forty-Niners, Annual Meeting, Argyle Room, Balmoral Hotel

5 p.m.—Forty-Niners Award Ceremony and Reception, King's Terrace, Balmoral Hotel

7 p.m.—State Secretaries Dinner, Pan American Room, Americana Hotel

SUNDAY, JANUARY 17

8 a.m.—N.C.A. Claims Committee, Breakfast Meeting, Pan American Room, Americana Hotel

8 a.m.—N.C.A. Legislative Committee, Breakfast Meeting, Barbados Room, Americana Hotel

8 a.m.—N.C.A. Consumer and Trade Relations Committee, Breakfast Meeting, Bermuda Room, Americana Hotel

8 a.m.—Cooperative Processors Association, Breakfast Meeting, Argyle Room, Balmoral Hotel

10 a.m.—N.C.A. Board of Directors, Executive Session, Floridian Room, Americana Hotel

10 a.m.—C.M.&S.A. Annual Meeting, Westward Room, Americana Hotel

12 m.-4 p.m.—The Canners Show, Exhibition Halls, Americana Hotel

12:30 p.m.—N.C.A. Board of Directors and Food Editors Luncheon, Medallion Room, Americana Hotel

2:30 p.m.—N.C.A. Board of Directors, Executive Session (resumed), Floridian Room, Americana Hotel

2:30 p.m.—Food Editors Conference, Medallion Room, Americana Hotel

6 p.m.—Old Guard Cocktail Party, Starlight Terrace, Americana Hotel

7:45 p.m.—Old Guard Banquet, Bal Masque, Medallion Room, Americana Hotel

8 p.m.—N.C.A. Research Smoker, Brigadoon Room, Balmoral Hotel

MONDAY, JANUARY 18

7:30 a.m.—Processed Apples Institute, Breakfast Meeting, Barbados Room, Americana Hotel

8 a.m.—N.C.A. Fishery Products Committee, Breakfast Meeting, Pan American Room, Americana Hotel

9 a.m.—N.C.A. Nominating Committee, Bermuda Room, Americana Hotel

10 a.m.—N.C.A. Annual Meeting, Bal Masque-Medallion Room, Americana Hotel

10 a.m.-4 p.m.—The Canners Show, Exhibition Halls, Americana Hotel

12:30 p.m.—N.C.A. Procurement Committee, Luncheon Meeting, Bermuda Room, Americana Hotel

12:30 p.m.—N.C.A. Raw Products Research Committee, Luncheon Meeting, Westward Room, Americana Hotel

12:30 p.m.—N.C.A. Statistics Committee, Luncheon Meeting, Floridian Room, Americana Hotel

2 p.m.—N.C.A. Labeling Committee, Meeting, Pan American Room, Americana Hotel

2 p.m.—N.C.A. Equipment Sanitation Committee, Meeting, Brigadoon Room, Balmoral Hotel

2 p.m.—FAWS Conference on Fish Canners' Problems, Westward Room, Americana Hotel

2:30 p.m.—C.M.&S.A. Ladies Day Program, Bal Masque, Americana Hotel

7:45 p.m.—C.M.&S.A. Dinner Dance, Napoleon Room, Deauville Hotel

TUESDAY, JANUARY 19

8:30 a.m.—N.C.A. Research and Technical Session (breakfast), Bal Masque Room, Americana Hotel

8:30 a.m.—N.C.A. Raw Products Session (breakfast), Medallion Room, Americana Hotel

8:30 a.m.—N.C.A. Marketing Session (breakfast), Caribbean Suite, Americana Hotel

8:30 a.m.—N.C.A. Fishery Products Session (breakfast), Pan American Room, Americana Hotel

10 a.m.-4 p.m.—The Canners Show, Exhibition Halls, Americana Hotel

2 p.m.—N.C.A. Membership Executive Session on "Food Regulation Today," Bal Masque-Medallion Room, Americana Hotel

7 p.m.—Young Guard Banquet and Entertainment, The Club Siam, Carillon Hotel

WEDNESDAY, JANUARY 20

8:30 a.m.—N.C.A. Research and Technical Session (breakfast), Bal Masque Room, Americana Hotel

8:30 a.m.—Raw Products Session (breakfast), Medallion Room, Americana Hotel

8:30 a.m.—Marketing Session (breakfast), Caribbean Suite, Americana Hotel

10 a.m.-4 p.m.—The Canners Show, Exhibition Halls, Americana Hotel

2 p.m.—N.C.A. Statistical Quality Control Workshop, Floridian Room, Americana Hotel

a panel of experts will discuss problems encountered in the industry during the year and will be prepared to answer questions from the floor; the second Raw Products Clinic, at which industry members will discuss problems in the production of

fruits for processing; and a Marketing Session dealing with food consumption trends and the changing pattern of food merchandising.

Speakers at the Wednesday morning Marketing Session will be James P. Cavin of USDA's Agricultural

Marketing Service, who will picture the trend in food consumption, with respect to its nutritional aspects as well as volume, and Robert W. Mueller, editor of *Progressive Grocer*, who will talk on canned foods production and sales in relation to food retailing.

TENTATIVE
SUBJECT TO
REVISION

Preliminary Program

53rd Annual Convention

Monday, January 18

9 a.m. ANNUAL MEETING

Presiding: NORMAN SORENSEN, President, National Canners Association

Invocation: MILAN D. SMITH, Vice President, National Canners Association

Greetings: President SORENSEN

Report of the Nominating Committee: A. EDWARD BROWN, Chairman

Election of Officers

Report of the Resolutions Committee: WILLIAM U. HUDSON, Chairman

Presentation of 150th Anniversary Plaques:

NORMAN SORENSEN, President, N.C.A.

ROGER F. HEPENSTAL, President, Can Manufacturers Institute

W. D. LEWIS, Secretary-Treasurer, Canning Machinery and Supplies Association

Address:
ROGER M. BLOUGH, Chairman of the Board,
United States Steel Corp., Pittsburgh

Tuesday, January 19

8:30 a.m. SCIENTIFIC RESEARCH TECHNICAL SESSION

Breakfast Meeting (breakfast tickets \$3.50 each)

Presiding: C. L. RUMBERGER, Chairman, N.C.A. Scientific Research Committee

Address: "What the Consumer Expects in the Quality of Canned Foods"—MRS. AGNES R. OLSTEAD, Director of Home Economics, Colonial Stores, Inc., Atlanta

Address: "Quality Control Techniques Available to the Average Canner"—BRUNO A. FILICE, Filice and Perrelli Canning Company, Richmond, Calif.

Address: "Quality Protection with Statistical Quality Control"—IAN MacPHAIL, H. J. Heinz Company, Pittsburgh

Address: "Radioisotopes and Nuclear Techniques in Food Technology"—JOHN H. RUST, Head, Section on Nuclear Medicine, the University of Chicago

Tickets for breakfast at the technical sessions on Tuesday and Wednesday morning will be sold at the N.C.A.-C.M.S.A. Information-Registration Center on the Carioca Terrace of the Hotel Americana, as long as the supply lasts. Breakfast tickets for each of the 8:30 a.m. technical sessions are \$3.50 each. Those planning to attend the breakfast sessions will assure their presence and will assist in the orderly management of the functions by sending in their orders now to the National Canners Association, 1133 20th St., N. W., Washington 6, D. C.

8:30 a.m. RAW PRODUCTS PROBLEMS CLINIC

Breakfast Meeting (breakfast tickets \$3.50 each)

"Vegetable Crops for Processing"

Moderator: DR. C. H. MAHONEY, Director, N.C.A. Raw Products Research Bureau

An open panel discussion, among industry members representing different geographic regions, of industry-wide basic problems in the production of tomatoes, peas, snap beans, corn, and other vegetable crops.

NATIONAL CANNERS ASSOCIATION

Bal Harbour, Miami Beach • Jan. 18-20, 1960

8:30 a.m. MARKETING SESSION

Breakfast Meeting (breakfast tickets \$3.50 each)
Presiding: NORMAN SORENSEN, President, N.C.A.
Address: "Enforcement Policies of the Federal Trade Commission in the Canning Industry"—EARL W. KINTNER, Chairman, Federal Trade Commission
Address: "Current Interpretations by the FTC and the Courts—Their Implications for Canners"—H. THOMAS AUSTERN, Chief Counsel, N.C.A.

8:30 a.m. FISHERY PRODUCTS SESSION

Breakfast Meeting (breakfast tickets \$3.50 each)
Presiding: HAAKON FRIELE, Chairman, N.C.A. Fishery Products Committee
Address: "Law of the Sea"

2 p.m. MEMBERSHIP EXECUTIVE SESSION

"Food Regulation Today"—a special session for N.C.A. members on the canning industry's relationship with the FDA and the Department of Health, Education, and Welfare, with growers, and with the consuming public.

2 p.m. STATISTICAL QUALITY CONTROL WORKSHOP

Presiding: DR. HOWARD L. STIER, Director, N.C.A. Division of Statistics
Panelists: BRUNO A. FILICE, Filice and Perrelli Canning Company, Richmond, Calif., and IAN MACPHEAIL, H. J. Heinz Company, Pittsburgh, and members of the staff of the N.C.A. Research Laboratories

Wednesday, January 20

8:30 a.m. CANNED FOODS PROBLEMS CLINIC

Breakfast Meeting (breakfast tickets \$3.50 each)
Presiding: DR. IRA I. SOMERS, Director, N.C.A. Research Laboratories
A panel of experts from the N.C.A. Research Laboratories and the container companies will discuss problems encountered in the industry during the past year and will be prepared to answer questions from the floor.

8:30 a.m. RAW PRODUCTS PROBLEMS CLINIC

Breakfast Meeting (breakfast tickets \$3.50 each)
"Fruit Crops for Processing"
Moderator: DR. EDWIN A. CROSBY, Assistant Director, N.C.A. Raw Products Research Bureau
An open panel discussion, among industry members representing different geographic regions, of industry-wide basic problems in the production of peaches, pears, sour cherries, apples, and other fruit crops.

8:30 a.m. MARKETING SESSION

Breakfast Meeting (breakfast tickets \$3.50 each)
Presiding: MILAN D. SMITH, Vice President, N.C.A.
Address: "Food Consumption Trends—Their Significance to the Canning Industry"—JAMES P. CAVIN, Agricultural Marketing Service, U. S. Department of Agriculture
Address: "Gearing Canned Foods Production and Sales to the Food Retailing Revolution"—ROBERT W. MUELLER, Editor, Progressive Grocer magazine

ASPARAGUS FOR PROCESSING

Regional Group and State	Production		Price per Ton		State
	1958 (tons)	1959 (tons)	1958 (dollars)	1959 (dollars)	
Early Spring:					
South Carolina.....	50,400	60,000	190.00	190.00	New York.....
California.....	50,400	60,000	190.00	190.00	Ohio.....
Group total.....	100,800	120,000	190.00	190.00	Indiana.....
Mid-Spring:					
Washington.....	11,300	13,000	190.00	190.00	Wisconsin.....
Oregon.....	450	650	180.00	190.00	Other states ¹
Group total.....	11,750	13,650	180.00	190.00	U. S. Total.....
Late Spring:					
New Jersey.....	19,300	22,600	190.00	205.00	11,050 10,370 203,000 141,000 11.00 14.80
Illinois.....	6,200	5,800	193.00	196.00	
Michigan.....	6,600	7,400	198.00	216.00	
Delaware.....	2,550	2,600	205.00	210.00	
Maryland.....	2,280	2,850	218.00	225.00	
Other states ¹	3,220	3,420	206.00	213.00	
Group total.....	40,150	44,670	199.00	207.80	
U. S. Total.....	111,300	118,320	193.50	197.80	

¹ N. Y., Pa., Ohio, Ind., Wis., Minn., Iowa, Mo., Nebr., Va., Ark., and Idaho.

CABBAGE FOR SAUERKRAUT

State	Harvested acreage		Production		Price per Ton ¹	
	1958 (acres)	1959 (acres)	1958 (tons)	1959 (tons)	1958 (dollars)	1959 (dollars)
New York.....	3,900	3,300	73,700	46,200	9.60	16.20
Ohio.....	1,400	750	24,900	11,600	12.00	12.00
Indiana.....	600	550	10,200	5,400	11.80	12.60
Wisconsin.....	3,300	2,600	50,800	33,000	11.80	13.20
Other states ¹	2,750	3,170	43,400	44,800	14.40	15.50
U. S. Total.....	11,050	10,370	203,000	141,000	11.00	14.80

¹ Season average price received by growers. ² Colo., Fla., Idaho, Ill., Iowa, Md., Mich., Minn., Mo., N. J., N. C., Ore., Pa., Tenn., Utah, Va., Wash., and Texas.

CUCUMBERS FOR PICKLES

State	Harvested acreage		Production		Price per bushel ¹	
	1958 (acres)	1959 (acres)	1958 (tons)	1959 (tons)	1958 (dollars)	1959 (dollars)
Ohio.....	1,000	1,500	258	270	1.45	1.70
Indiana.....	1,300	1,000	162	186	.95	.90
Michigan.....	28,200	22,800	4,145	4,378	1.20	1.15
Wisconsin.....	17,300	16,100	1,644	1,932	1.35	1.20
Delaware.....	850	700	166	180	1.80	1.25
Maryland.....	2,600	2,900	624	588	1.25	1.20
Virginia.....	3,600	3,400	302	289	1.00	2.05
North Carolina.....	18,800	14,800	1,654	1,228	1.20	1.20
South Carolina.....	2,100	1,200	118	54	1.15	1.05
Texas.....	5,900	5,000	472	585	1.35	1.05
Colorado.....	1,800	1,500	666	548	1.30	1.00
Washington.....	1,600	950	380	165	1.80	1.50
Oregon.....	600	300	168	56	1.35	1.20
California.....	2,900	3,000	1,189	1,245	1.25	1.35
Other states ¹	30,500	25,350	2,920	2,366	1.41	1.34
U. S. Total.....	119,350	100,500	14,808	13,968	1.28	1.23

¹ Season average price received by growers. ² Ala., Ariz., Ark., Conn., Fla., Ga., Ill., Iowa, Ky., La., Maine, Mass., Minn., Miss., Mo., N. H., N. J., N. Y., Okla., Pa., S. D., Tenn., and Utah.

BEETS FOR CANNING

State	Harvested acreage		Production		Price per Ton ¹	
	1958 (acres)	1959 (acres)	1958 (tons)	1959 (tons)	1958 (dollars)	1959 (dollars)
New York.....	4,400	4,000	47,500	50,400	19.00	17.00
Michigan.....	750	500	8,400	5,400	16.80	16.30
Wisconsin.....	3,900	4,400	57,800	46,600	15.60	14.80
Oregon.....	1,300	1,300	16,900	20,400	19.90	24.00
Other states ¹	3,810	3,200	22,600	19,200	17.90	21.20
U. S. Total.....	16,100	13,400	153,200	142,000	17.70	18.10

¹ Season average price received by growers. ² Calif., Colo., Del., Ill., Ind., La., Md., Minn., N. J., Ohio, Okla., Pa., Tenn., Texas, Utah, Wash., and Wyo.

SNAP BEANS FOR PROCESSING

State	Harvested acreage		Production		Price per Ton ¹	
	1958 (acres)	1959 (acres)	1958 (tons)	1959 (tons)	1958 (dollars)	1959 (dollars)
Maine.....	2,000	2,000	4,200	3,600	94.00	101.00
New York.....	34,000	39,700	54,400	67,500	106.80	101.20
Pennsylvania.....	5,800	6,100	13,300	9,200	110.40	103.60
Michigan.....	7,000	7,400	11,200	13,300	101.40	80.00
Wisconsin.....	21,700	29,100	30,400	37,000	91.20	85.90
Delaware.....	3,400	4,700	4,800	5,600	99.40	92.00
Maryland.....	10,000	9,800	17,000	12,700	102.50	95.30
Virginia.....	3,400	2,800	5,800	3,100	107.00	102.90
North Carolina.....	4,600	4,000	9,200	8,000	111.50	115.00
South Carolina.....	800	1,000	800	1,000	105.00	107.00
Florida ²	9,100	8,700	16,850	12,000	116.30	127.00
Tennessee.....	7,300	7,500	16,100	15,800	108.00	110.00
Arkansas.....	3,900	5,600	7,800	11,200	99.70	85.40
Louisiana.....	700	700	000	400	104.80	100.00
Oklahoma.....	5,000	5,000	7,500	10,500	90.20	87.30
Texas.....	8,200	8,500	11,500	11,900	92.80	85.00
Colorado.....	1,700	1,700	6,300	5,100	86.20	87.40
Washington.....	1,800	1,600	11,000	9,300	125.50	123.80
Oregon.....	10,700	11,100	88,800	83,200	124.10	126.70
California.....	3,200	3,800	27,300	27,000	124.00	124.70
Other states ¹	8,860	9,870	19,750	21,200	111.00	107.10
U. S. Total.....	153,160	164,070	364,500	368,660	110.50	107.30
For freezing.....	34,470	33,220	34,820	31,950	139.90	136.80
Baby limas.....	18,060	16,030	30,540	26,150	152.80	146.90
Fordhooks.....	29,150	28,510	23,450	24,000	126.80	114.40
For canning and other processing.....	52,530	49,250	65,360	58,100	145.90	141.40

¹ Season average price received by growers. ² Sum of estimates by seasonal groups. ³ Ala., Ga., Idaho, Ill., Ind., Iowa, Ky., Minn., Miss., Mo., Nebr., N. H., N. J., N. M., Ohio, Utah, Vt., and Wyo.

Year-end Crop Report

(Concluded from page 339)

reduction of 7 percent. Almost one-third less cabbage was used for sauerkraut than in 1958 and average. Unfavorable weather lowered yields on contract acreage as well as limiting available supplies for open market purchases.

Sweet corn production was 19 percent higher this year than last. Only

4 percent more was frozen whereas 22 percent more was canned. A record yield of 139 bushels per acre of cucumbers for pickles was attained this year; on an acreage 16 percent under last year only 6 percent less cucumbers were produced.

The yield per acre of green peas also was a record. On a reduced acreage, production was 3 percent under last year. Production for freezing increased about one-fourth

but the canning crop declined 14 percent.

Production of spinach for processing is estimated to be a fourth larger than in 1958. Winter and spring production increased sharply but the fall crop declined.

Tomato production was 17 percent under last year's near record crop but was still 7 percent above average.

SWEET CORN FOR PROCESSING

State	Harvested acreage		Production ¹		Price per Ton ²		State	Harvested acreage		Production		Price per Ton ¹	
	1958	1959	1958	1959	1958	1959		1958	1959	1958	1959	1958	1959
	(acres)	(tons)	(tons)	(dollars)	(acres)	(tons)	(tons)	(dollars)	(acres)	(tons)	(tons)	(dollars)	(dollars)
Maine.....	3,800	3,900	18,000	16,800	23.40	23.80	New York.....	11,100	11,100	16,610	15,650	55.70	100.00
New York....	19,600	21,100	67,400	63,500	21.00	20.90	Pennsylvania.....	6,800	5,800	9,350	7,420	114.00	120.20
Pennsylvania.....	8,800	8,700	28,200	22,600	22.30	22.90	Indiana.....	2,300	1,900	2,180	1,730	74.50	95.00
Ohio.....	5,200	5,900	13,500	19,500	16.50	17.20	Illinois.....	24,300	22,500	40,660	40,050	102.80	102.50
Indiana.....	16,000	16,500	38,300	48,000	16.40	16.80	Michigan.....	5,000	4,000	6,420	3,960	95.80	80.50
Illinois.....	51,900	61,100	176,500	210,200	19.20	20.30	Wisconsin.....	108,100	85,600	137,830	107,000	84.10	80.90
Wisconsin.....	98,500	102,600	272,800	401,200	17.50	17.30	Minnesota.....	45,000	41,000	62,100	45,720	94.50	89.10
Minnesota.....	82,300	86,200	291,300	330,100	16.30	16.70	Delaware.....	5,700	6,700	8,550	9,010	122.00	116.70
Iowa.....	9,000	9,000	33,800	34,000	17.80	17.70	Maryland.....	7,200	7,100	11,520	9,940	88.10	91.30
Delaware.....	4,300	5,400	14,200	18,400	18.30	20.40	Virginia.....	850	900	1,000	1,090	99.00	95.40
Maryland.....	29,300	33,800	96,700	94,600	19.20	20.20	Idaho.....	9,700	9,800	11,110	12,790	81.30	80.80
Idaho.....	10,100	11,900	58,900	70,400	19.40	19.20	Washington.....	68,400	66,100	83,110	107,410	85.90	84.30
Washington.....	13,500	16,800	68,300	81,000	20.80	21.50	Oregon.....	56,400	55,900	60,630	70,150	77.80	85.70
Oregon.....	15,400	17,700	77,000	93,600	24.90	27.20	California.....	5,000	7,300	7,050	11,700	71.00	77.50
Other states ³	18,300	18,100	74,400	74,900	20.30	20.80	Other states ³	22,750	19,700	27,600	27,400	98.80	92.50
U. S. Total....	388,000	418,700	1,329,900	1,578,800	18.80	19.10	U. S. Total.....	378,400	345,100	485,810	471,170	88.30	87.90
For freezing..	58,410	64,790	234,990	245,400	21.00	22.40	For freezing.....	104,020	119,330	137,510	170,230	88.30	90.10
For canning and other processing..	329,500	353,910	1,094,910	1,333,400	18.30	18.50	For canning and other processing..	274,380	225,770	348,300	300,940	88.30	86.60

¹ Tonnage in bushel. ² Season average price received by growers. ³ Ark., Calif., Colo., Colo., La., Mich., Mont., Nebr., N. H., N. J., Okla., S. D., Tenn., Texas, Utah, Vt., Va., and Wyo.

¹ Season average price received by growers. ² Ark., Colo., Iowa, Kans., Maine, Mo., Mont., Nebr., N. J., Ohio, Okla., Tenn., Utah, W. Va., and Wyo.

SPINACH FOR PROCESSING

Seasonal Group and State	Harvested acreage		Production		Price per Ton ¹		State	Harvested acreage		Production		Price per Ton ¹	
	1958	1959	1958	1959	1958	1959		1958	1959	1958	1959	1958	1959
	(acres)	(tons)	(tons)	(dollars)	(acres)	(tons)	(tons)	(dollars)	(acres)	(tons)	(tons)	(dollars)	(dollars)
Winter:													
Florida.....	500	1,000	1,800	4,400	31.60	30.00	New York.....	11,100	10,900	106,600	110,100	31.90	33.50
Early Spring:													
California.....	5,700	9,100	38,800	64,000	24.40	24.00	New Jersey.....	19,900	14,000	250,700	176,400	32.90	31.20
Late Spring:													
New York.....	900	1,300	8,000	10,700	33.50	38.80	Pennsylvania.....	19,500	13,000	243,800	131,300	32.40	30.00
Arkansas.....	3,700	3,800	7,400	8,700	50.10	49.40	Ohio.....	22,600	22,300	223,700	296,600	28.50	27.00
Oklahoma.....	3,900	4,200	11,700	12,000	48.00	48.60	Indiana.....	29,000	26,100	311,700	266,200	27.20	26.20
Washington.....	120	250	1,000	2,000	33.30	32.20	Illinois.....	10,300	9,400	140,100	114,700	30.40	28.80
Other states ³	7,480	8,620	23,600	27,900	60.00	52.20	Michigan.....	7,400	7,500	94,000	82,500	27.00	26.40
Group total....	16,100	18,370	51,700	61,900	51.40	48.10	Wisconsin.....	800	600	7,000	6,300	30.60	28.40
Fall:													
Arkansas.....	1,100	400	2,800	600	51.10	70.00	Iowa.....	1,600	1,400	15,500	23,000	28.80	28.50
Oklahoma.....	1,700	800	3,900	1,700	48.70	55.00	Missouri.....	1,400	1,000	4,200	5,000	30.60	20.30
Washington.....	360	580	4,600	4,500	29.30	29.80	Delaware.....	2,900	2,600	33,400	23,400	33.10	29.80
Other states ³	4,860	3,950	18,100	14,100	48.50	55.30	Maryland.....	12,000	10,600	94,500	70,000	31.10	29.80
Group total....	8,220	5,730	29,400	20,900	45.80	50.20	Virginia.....	12,000	10,000	48,000	35,000	29.40	27.70
U. S. Total....	30,520	34,200	121,700	151,900	41.20	37.90	South Carolina.....	1,700	1,800	3,400	4,100	30.00	32.10
							Florida ²	8,300	6,100	38,300	30,000	34.10	33.10
							Kentucky.....	1,300	900	4,800	2,500	25.90	27.50
							Arkansas.....	2,700	2,600	8,100	5,200	33.40	22.50
							Texas.....	19,000	12,000	74,100	45,600	34.60	31.00
							Colorado.....	2,900	3,400	20,900	29,600	23.20	23.70
							Utah.....	2,000	3,800	14,000	33,100	23.80	21.40
							California.....	152,900	125,000	2,629,900	2,025,000	22.70	21.70
							Other states ³	3,850	2,730	20,700	22,700	25.30	27.30
							U. S. Total....	345,750	287,730	4,287,400	3,538,300	25.40	24.40

¹ Season average price received by growers. ² Del., Md., Mich., Miss., N. J., Pa., Tenn., Texas, Va., and Wis. ³ Md., N. J., N. Y., Pa., Tenn., Va., and Calif.

¹ Season average price received by growers. ² Sum of estimates by seasonal groups. ³ Ala., Ariz., Conn., La., Minn., Miss., Nebr., N. M., N. C., Okla., Ore., Tenn., Wash., and W. Va.

The value of the 10 vegetables used for processing was \$259.4 million. This is \$20.9 million less than in 1958, the decline being attributed largely to the reduced production.

The rank in 1959 of the leading states producing vegetables for processing is shown below:

Rank	Acreage	Percent of total
1.	Wisconsin	15.3
2.	California	14.2
3.	Minnesota	8.6
4.	Illinois	6.8
5.	Washington	6.4
Rank	Production	Percent of total
1.	California	32.7
2.	Wisconsin	9.9
3.	Minnesota	5.6
4.	Illinois	5.5
5.	New York	5.3
Rank	Value	Percent of total
1.	California	26.4
2.	Wisconsin	8.8
3.	Oregon	7.7
4.	New York	6.1
5.	New Jersey	5.2

The production of principal fresh market vegetables and melons in 1959 was 3 percent less than in 1958 but near average. New production records were set for onions, sweet corn, escarole, and garlic, and supplies of celery and tomatoes were considerably larger than during 1958.

	Production		
	1958	1959	Change from
(thousand tons)	1958	1959	1958
26 crops for fresh market	10,671	10,327	-3
11 crops for processing	7,502	6,926	-8

FRUITS

The aggregate production of 14 non-citrus fruits (not including strawberries) amounted to 9.82 million tons, 3 percent more than in 1958 and 8 percent above average. Production was larger than both last year and average for all non-citrus fruits except apples, sweet cherries, prunes, figs, and olives.

The commercial apple crop was below last year but above average. Production of prunes was above last year's short crop but below average.

The harvests of sweet cherries, figs, and olives were all below both last year and average. Production of olives was the smallest in 20 years. Michigan produced its second largest sweet cherry crop and third largest

Crop	Unit	1958	1959
		(thousands)	
Apples	bu.	126,610	118,237
Apricots	ton	108	230
Cherries, sour	ton	104	135
Cherries, sweet	ton	88	80
Cranberries	bbl.	1,106	1,252
Figs (not dried)	ton	11	7
Grapefruit	box	43,790	43,100
Olives (Calif.)	ton	68	26
Oranges	box	129,330	132,865
Peaches	bu.	71,069	73,806
Pears	bu.	28,890	31,000
Plums	ton	60	105
Prunes, canned	ton	14	14

sour cherry crop. California's sweet cherry crop was short for the second successive year.

The California clingstone peach crop was second only to the 1956 record production, even though part of the production was eliminated through a "green drop" program put into effect under the state marketing order.

OTHER CROPS

Potato production is placed at 242,998,000 hundredweight, 9 percent below the relatively large 1958 crop but 6 percent above the 1949-57 average.

Sweet potato production, at 18,703,000 hundredweight, is about 8 percent above the 1958 crop but 4 percent below the 1948-57 average. Production was above last year's in Louisiana, North Carolina, Virginia, and Mississippi, but below last year's in New Jersey and California.

Dry beans totaled 18,212,000 bags and added up to the fifth largest crop of record, but 5 percent less than the 19,175,000 bags produced in 1958.

Pea beans continued to be the leading variety, the estimated production

of 5,778,000 bags being 13 percent larger than last year. Michigan accounted for 5,612,000 bags of pea beans.

Pinto beans totaled 4,259,000 bags, 13 percent less than last year. Red kidney beans replaced small red beans in fourth place in 1959.

Citrus Fruit Production

The 1959-60 crop of Valencia oranges is estimated from December 1 conditions at 64.4 million boxes, according to the Crop Reporting Board of USDA. This is 2 percent more than last year and 11 percent more than the 1948-57 average.

The December 1 estimate of grapefruit production is 43.1 million boxes, 2 percent less than last year but 1 percent above average.

Following is a summary of production prospects for the current season, with comparisons:

Crop	10-year ave.		1959 Indicated
	1948-57	1958	
	(thousands of boxes)		
Oranges, all	118,824	129,330	132,865
Valencias	37,942	63,190	64,450
California	23,007	23,300	20,000
Florida	33,190	38,900	42,500
Ariz.-Texas	1,053	900	1,950
Tangerines	4,530	4,500	4,000
Grapefruit, all	42,708	43,700	43,100
Florida	33,970	35,200	32,000
Texas	3,800	4,200	5,800
Lemons	13,609	17,340	18,900

Season begins with the bloom of the year shown and ends with the completion of harvest the following year.

Reminder on Stock Reports

Because of the anticipated slowdown in mail service at this time of the year, canners are reminded to mail their reports on packs and on December 1 stocks to the N.C.A. Division of Statistics promptly.

Accuracy in reporting pack and stock figures is the objective at all times of the N.C.A. Division of Statistics. This objective can be achieved only by the use of actual reports from firms packing each product. The N.C.A. summary reports cannot be compiled until the last canner report has been received.

Poultry Used in Processing

Poultry used in canning and other processed foods during the first 10 months of 1959 totaled 232,014,000 pounds, 7½ percent more than the 216,292,000 pounds used during the same period of 1958, according to the Agricultural Marketing Service of USDA.

	Jan.-Oct.	1959
	(thousands of pounds)	
Young chickens	31,724	41,275
Mature chickens	135,307	127,240
Turkeys	49,160	63,413
Other poultry	101	96
Total, Jan.-Oct.	216,292	232,014

1959 Pack of Tomatoes

The 1959 pack of canned tomatoes totaled 23,000,388 actual cases compared with the 1958 pack of 29,604,341 cases, according to a report by the N.C.A. Division of Statistics.

On the basis of standard cases of 24/303's, the 1959 pack amounted to 29,421,727 cases compared with 37,152,090 cases in 1958.

The total supply of canned tomatoes now available for the 1959-60 marketing season is 27.2 million cases, about 7 percent less than the supply a year ago. Last season the pack in the South during the winter and spring months amounted to 2.3 million cases, and a pack of this size this season would increase the total to about the same supply on hand a year ago.

The largest proportionate reduction in supply this year is in the supply of 303 tomatoes, down 12 percent from a year ago. The supply of Standard 303's is about 15 percent less than a year ago. The supply of No. 2's and No. 10's is not significantly different from a year ago.

The supply of Fancy tomatoes this year amounts to more than 20 percent of the total supply to January 1 compared with 19 percent a year ago. Standards account for 43 percent of the supply compared with 47 percent last year.

A special summary of the supply situation for canned tomatoes was sent to all tomato canners by the N.C.A. Statistics Division. Additional copies are available.

1959 Pack of Tomatoes by States

State	1958 (actual cases)	1959
New York.....	384,398	298,625
Md. and Del.....	5,880,398	3,794,477
New Jersey.....	254,879	187,007
Pennsylvania.....	405,306	245,522
Va. and W. Va.....	1,001,162	854,719
Ohio.....	1,066,901	1,115,201
Indiana.....	1,905,373	1,650,000
Tenn. and Ky.....	28,024	60,525
Ozarks*	713,818	563,288
Florida.....	1,073,530	1,329,856
Texas.....	2,304,437	1,048,889
Colorado.....	189,292	829,745
Utah.....	112,782	347,557
California.....	13,507,974	10,173,120
Other states.....	716,965	507,671
U. S. Total.....	29,604,341	23,000,388

* Ark., Mo., and Okla.

1959 Pack of Tomatoes by Can Size

Can Size	1958 (thousands of actual cases)	1959	Percent of total pack
24/2.....	395	400	1 2
48/1P.....	801	866	3 2
24/303.....	17,607	12,778	60 56
24/2½.....	4,855	3,808	16 16
6/10.....	5,600	5,200	19 23
Misc.....	346	247	1 1

1959 Pack of Tomatoes by Grades

Grade	1958 (thousands of actual cases)	1959	Percent of total pack
Fancy.....	4,967	4,200	17 19
Ext. Std.....	8,700	7,331	30 32
Standard.....	14,944	10,768	50 47
Italian.....	793	611	3 2

CANNERS' SUPPLY OF CANNED TOMATOES, BY CAN SIZE AND REGION

Can Size and Region	Supply 1958-59 (thousands of actual cases)	Supply 1959-60 (thousands of actual cases)	Difference
U. S. Total.....	29,622	27,248	-2,374
24/2.....	457	447	+ 20
48/1P.....	650	561	- 89
24/303.....	17,116	15,141	- 1,975
24/2½.....	5,230	4,920	- 301
6/10.....	5,813	5,800	- 13

1959 Pack of Tomato Juice

The 1959 pack of tomato juice totaled 27,469,902 actual cases compared with the 1958 pack of 32,620,613 cases, according to a report by the N.C.A. Division of Statistics.

On the basis of standard cases of 24/2's, the 1959 pack amounted to 31,116,076 cases compared with 37,467,126 cases in 1958.

The total supply of canned tomato juice available for the 1959-60 marketing season is 37.2 million cases, about 10 percent less than the supply a year ago. The supply is about 8 million cases more than shipments last season. This year's supply is the lowest since 1955.

The supply of No. 3 cylinder cans is 13 percent smaller than last year's and only about 2 1/4 million cases more than last season's shipments.

The supply of tomato juice in California was reduced even more than the average for the U. S. The supply there, at 15.9 million cases, is 15 percent smaller than a year ago. The supply of No. 3 cylinder cans is 23 percent smaller than a year ago and is 200,000 cases less than total shipments of this can size last season.

FDA Order on Acidification of Canned Tomatoes

The FDA has confirmed its order denying an amendment to the definition and standard of identity for canned tomatoes to permit the use of citric acid as an optional ingredient. The FDA announced in the *Federal Register* of December 12 that no acceptable objections having been received in regard to its order denying such an amendment, no public hearing will be held.

1959 Packs of Tomato Puree, Sauce, and Paste

Reports on the 1959 packs of canned tomato puree and tomato sauce have been issued by the N.C.A. Division of Statistics.

1959 Pack of Tomato Puree

State	1958 (actual cases)	1959 (actual cases)
New York.....	(a)	(a)
Md., N. J., and Pa.....	381,037	330,356
Ohio.....	80,148	80,608
Indiana.....	344,623	252,505
Michigan.....	93,443	70,584
Utah.....	42,685	43,326
California.....	2,305,388	1,832,874
Other states.....	149,348	161,378
U. S. Total.....	3,396,672	2,780,931

(a) Included in other states.

1959 Pack of Tomato Sauce

State	1958 (actual cases)	1959 (actual cases)
California.....	10,373,402	8,133,718
Other states.....	605,322	552,454
U. S. Total.....	10,978,814	8,686,172

CALIFORNIA PACK OF TOMATO PASTE

The 1959 pack of tomato paste in California totaled 6,159,819 actual cases compared with the 1958 pack of 8,241,773 cases, according to a report by the Canners League of California.

Container size	Units per case	1958 (actual cases)	1959 (actual cases)
Indiv. 5-6 oz.....	48	3,158,715	2,991,484
8 oz.....	48	445,912	201,102
211 Cyl.....	48	1,343,308	1,314,285
No. 300.....	48	956,316	833,017
No. 303.....	24	931,284	567,413
No. 2.....	24	3,800,685	2,524,308
29-32 oz.....	12	(a)	1,955,545
No. 3 Cyl.....	12	18,080,244	15,763,582
No. 10.....	0	518,806	258,170
Misc. tin.....	1	1,256,322	692,983
Glass.....	1	1,518,020	368,013
U. S. Total.....		32,620,613	27,469,902

(a) Included in miscellaneous.

N.C.A. Secretary Addresses Farm Bureau Convention

N.C.A. Secretary Carlos Campbell addressed the American Farm Bureau Federation at its annual meeting in Chicago December 14 on the relationship of canners to growers as the marketing agent for farm production.

Mr. Campbell declared that "the need for closer cooperation of canner and grower, and for more sympathetic understanding of each other's problems, is greater now than ever before." He said, further:

"Growers who believe they need collective bargaining to achieve pricing justice make the mistake of assuming that marketing problems for canning crops are the same as for crops sold on the open market. This error leads them to the conclusion that selling to the canner is a one-shot deal and does not carry with it any concept of goodwill relationship between supplier and processor. If the same marketing practices that are used for crops sold on the open market were to be followed for canning crops, and canners were required to pay prices for their raw products that reflect the strength of the growers' collective bargaining, it would necessarily follow that canners would be unable to continue to carry the risks associated with the marketing system now operating.

"The canner-grower or supplier-packer relationship which characterizes the marketing of canning crops through the canning industry divides the production-marketing risks in such a manner as to provide a high degree of freedom for the farmer. Thus, it is difficult to conceive how greater pricing justice could be effected by scrapping the system now being used and replacing it with collective bargaining."

William Stempfle, secretary of the New York Canning Crop Growers Cooperative, appearing on the same program, asserted that "whether or not processors approve, growers will be under increasing pressure to organize themselves into bargaining associations. They will do this not because of prejudice toward processors, which incidentally is not the motivation of the program, but because of the pressure of increasing costs and declining prices.

"But bargaining associations offer no threat to the solvency of processors because it is quite impossible for an organization in which membership is voluntary to obtain prices

much above the cost of production. There are two reasons why this is true. One is that the association does not have monopoly control of the production since there are those growers who will not belong, who will contract at the price offered by the processor. And another, and I think equally important reason, is that a relatively high price would result in such competition for acreage among the membership as to create a situation that would threaten the very existence of the association.

"Then, too, farmers are well schooled in the law of supply and demand and know they cannot afford to put their processor to a disadvantage with his competition. Moreover, farmers are volume-conscious and strive for the maximum net return rather than a high unit profit. And, in common with other basic producers, farmers are interested in an expanding rather than a restricted market. Rather than handicap or hamper the processor, bargaining associations can and will be an advantage to the fruit and vegetable processing industry by stabilizing prices between seasons of short and long sup-

Information Letter Schedule

Because of the Christmas holiday, the next issue of the INFORMATION LETTER will be published December 30.

The first scheduled issue of the INFORMATION LETTER in 1960 will be published January 9.

ply and by somewhat equalizing prices between the various areas of production.

"If the decision is to be their own, farmers will reject both the labor union type of organization and the marketing orders in favor of the growers association in which membership is voluntary and which have the intention and purpose to promote the welfare of the industry as well as to represent the interests of the producers. But if processors continue to oppose bargaining associations, growers will be forced to resort to more effective means to obtain prices that will keep them solvent."

TABLE OF CONTENTS

PAGE		PAGE	
Canner-Grower Relations		Publicity	
N.C.A. Secretary addresses Farm Bureau convention	350	New canned foods cookbook on gourmet possibilities	340
Convention		USDA issues publicity on Canning Crops Contest	341
Program for N.C.A. Convention is completed	339	Macfadden publications	342
Florida Citrus Exposition plans special canners' tours	342	Research	
Schedule of principal events of the 1960 Convention	343	Food and nutrition research	340
Preliminary program	344-345	Industrial waste problems	340
Farm Program		Standards	
Market prices for some crops are above support levels	341	FDA order on acidification of canned tomatoes	349
Foreign Trade		Statistics	
Market in Germany	340	USDA year-end crop report	339
Meetings		Citrus fruit production	348
Forthcoming meetings	342	Poultry used in processing	348
Personnel		Reminder on stock reports	348
New York State Canners	340	1969 pack of tomatoes	349
Tri-State Packers Assn.	340	1969 pack of tomato juice	349
		1969 packs of tomato puree, sauce, and paste	349
Supplies		Shipments of metal cans and glass containers, Jan.-Oct.	341